

Choosing an Audience to Sell to

Before we even decide on a niche or think about which products to sell, we are going to decide WHO we want to sell to!

Here's what you will be doing:

1. Finding a specific group of people
2. Finding out what they like
3. Finding products to sell to them

Before we start, I want you to ask yourself the following questions:

- Who do you identify with?
- What age group/gender?
- Are they Single/Married/Parents/No kids?
- What interests do they have?

We are going to be doing some research on different groups of people, but if you choose a group that you already identify with, you will need to do less research.